MARK FIDELMAN

"Fidelman demonstrates how businesses are able to significantly increase their revenue by becoming a social business both internally and externally." —**ERIK QUALMAN, best-selling author, *Digital Leader* and *Socialnomics***

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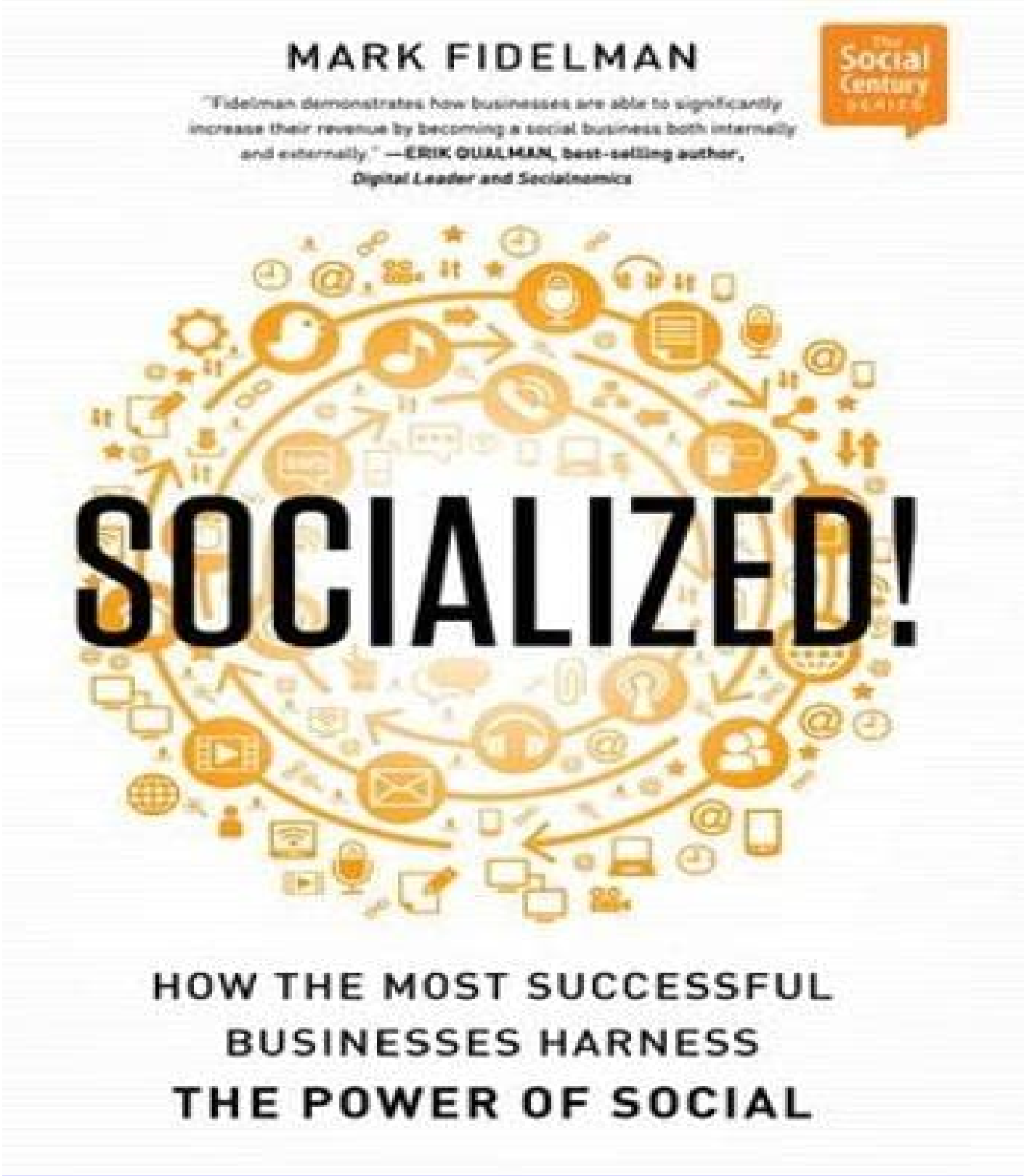
HOW THE MOST SUCCESSFUL BUSINESSES HARNESS THE POWER OF SOCIAL



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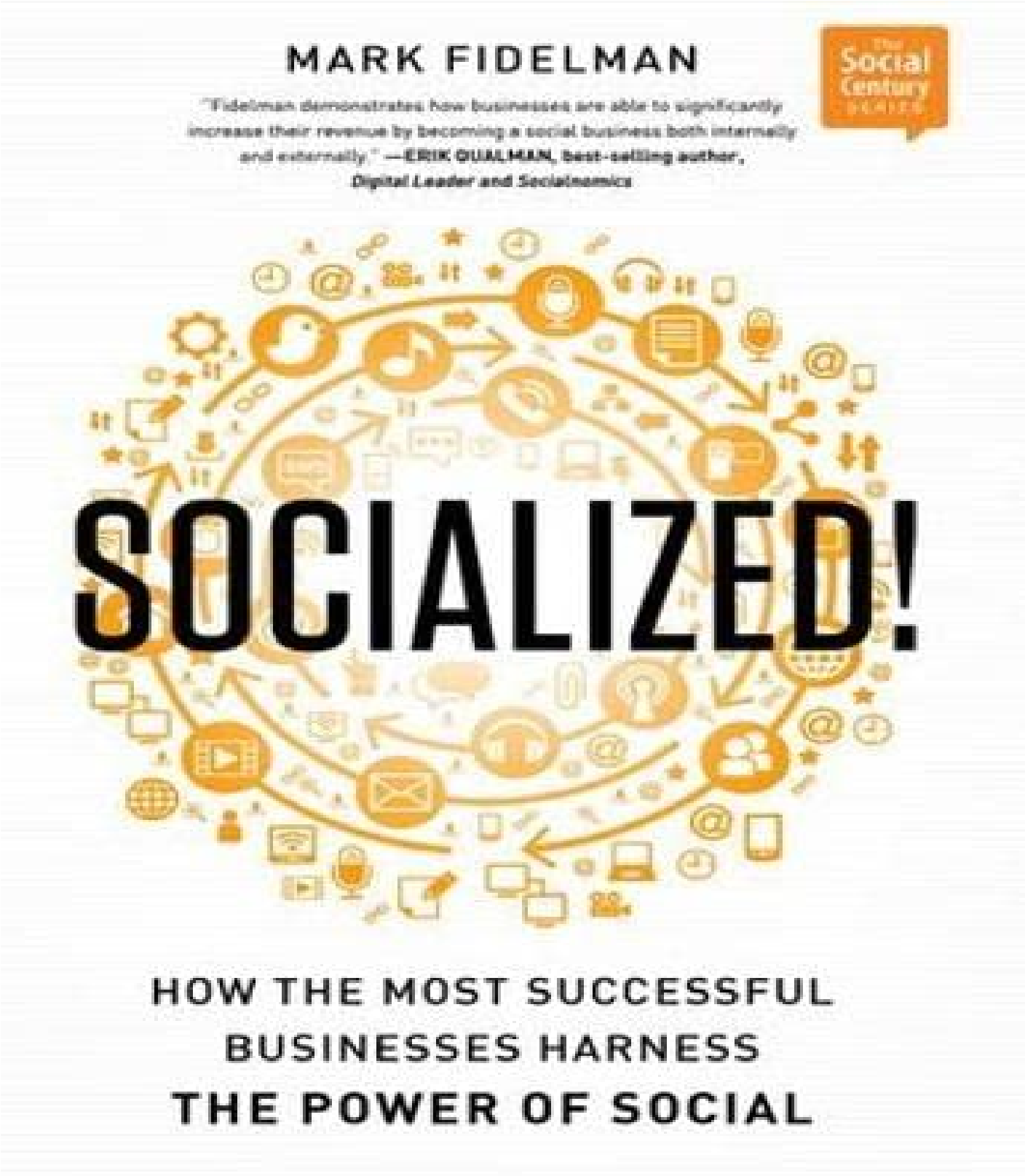

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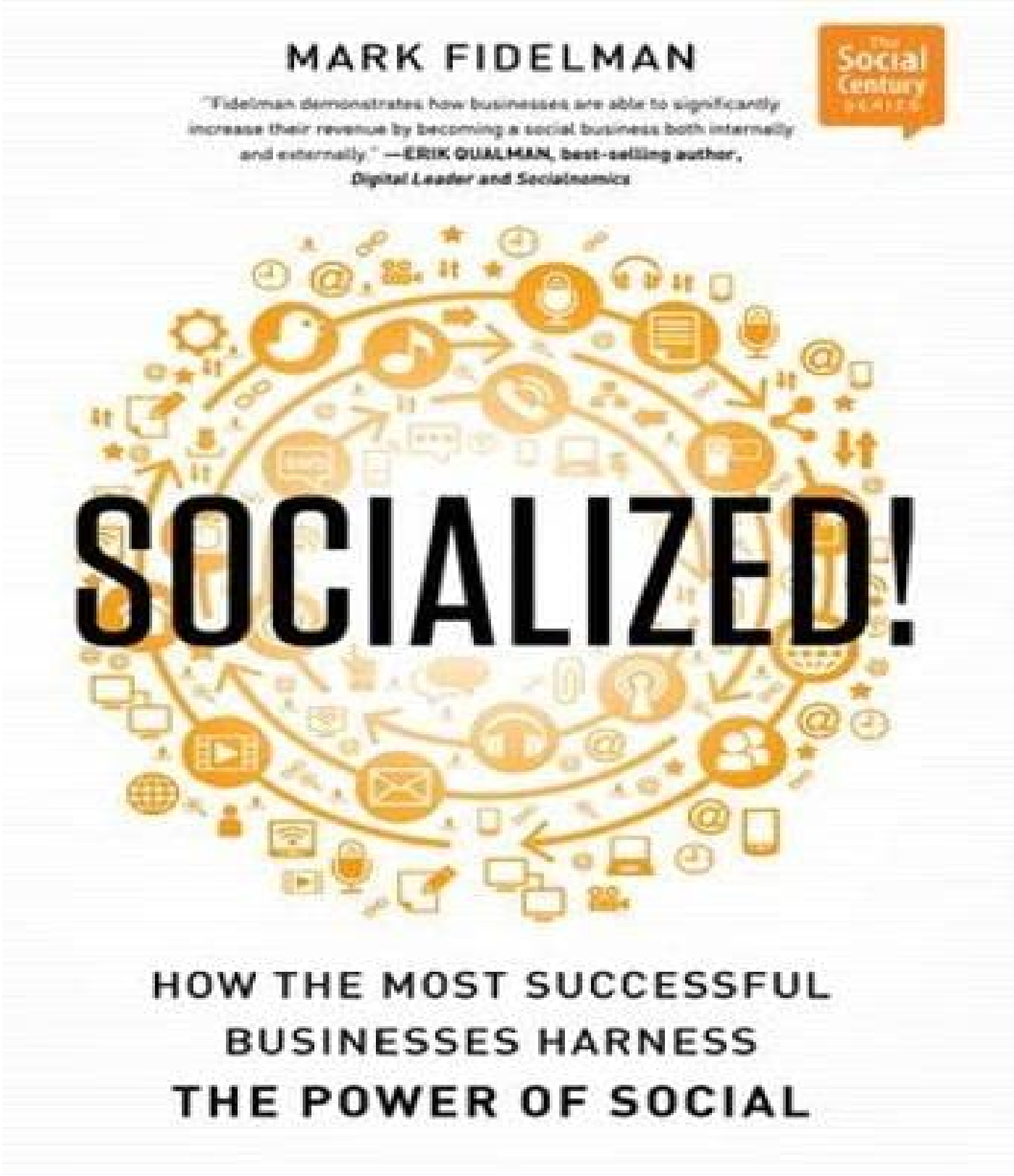

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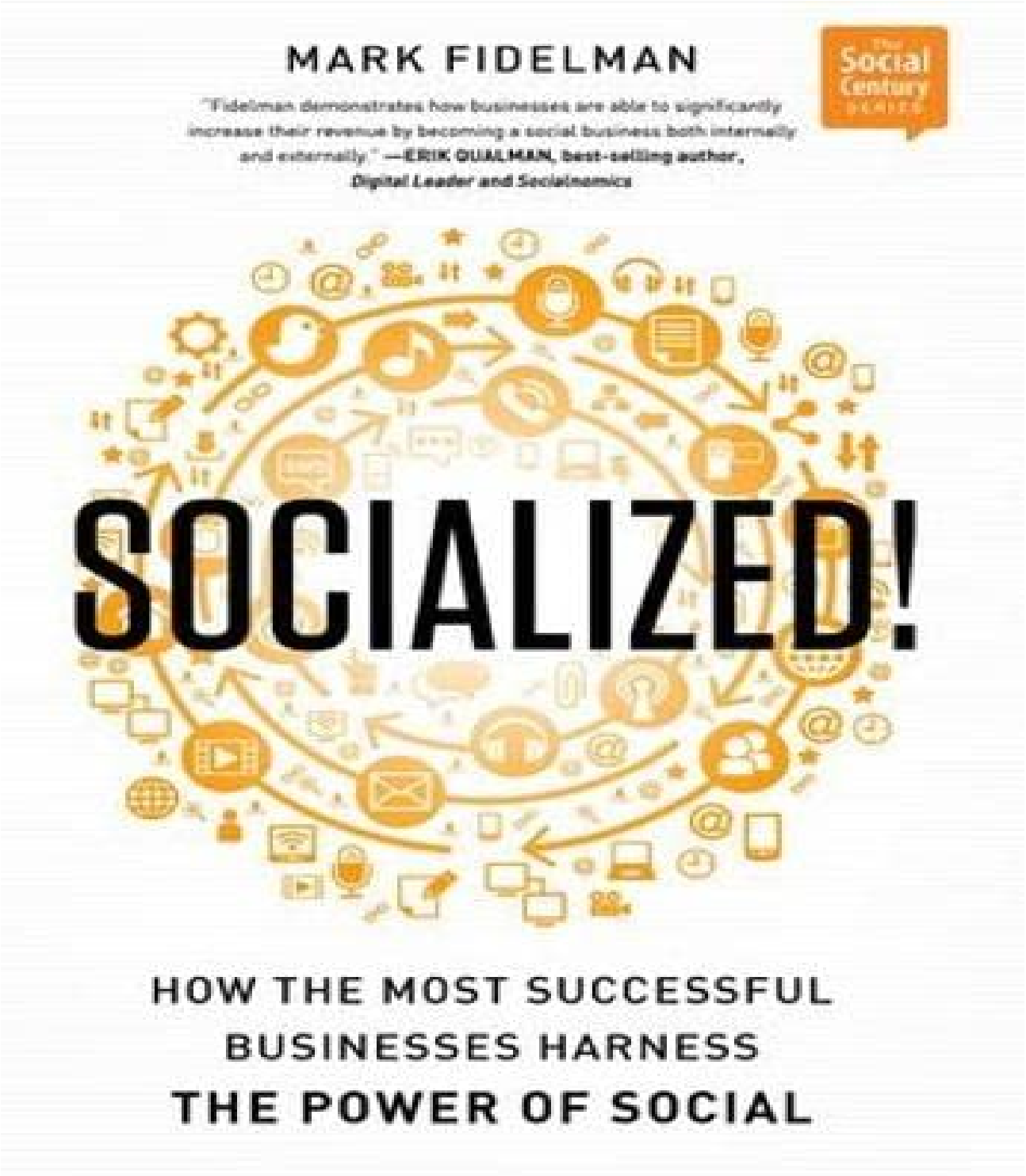

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